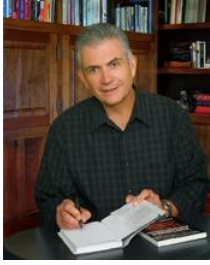


The New Economy: Examine and Recreate the Cornerstones of Your Success



A Personal Invitation from Darby Checketts: There is no doubt that the new economy will challenge us all and bring out the best in each of us as we re-invent our businesses and create the new circumstances we need to assure future prosperity. As business owners, business builders, business operators, and as professionals, there is no more fundamental goal than to retain valued customers and to successfully engage new prospects with the products and services that will benefit them.

It has been my privilege to work with over 300 client organizations in the past 20 years. As our own Cornerstone products and services have evolved, the chief value-added we have come to represent for our customers is the proven ability to support them in building a *Culture of Service Excellence*. There are four major components of a typical **Service Excellence** project.

1. **Assessment.** Together, we will undertake a straightforward assessment to determine the current level of satisfaction your customers are experiencing along with the issues and opportunities that you and your team members recognize. Once crystallized and consolidated, these valuable insights will become the common baseline from which to move forward.
2. **Engagement.** We will engage your team members with the idea that “a satisfied customer is no longer enough.” We have entered a new age wherein customers must be *positively astonished* by your commitment to them. This is the WOW factor in its most substantive form. We will conduct a full-day *Customer Astonishment* workshop or a half-day *Customer Astonishment* rally that will be the most professionally energizing and insightful training your associates may ever experience.
3. **Environment.** I will join with your leadership team to undertake an examination of those “S&C Factors” (*Systemic* and *Cultural* Factors) that are operating within your organization, which can either accelerate or hinder your progress. A plan for managing these factors will be put in motion.
4. **Assurance.** Together, your team will set forth to build and sustain the *Culture of Service Excellence*. Leaders will extend their leverage to lift the sights and lift the spirits of those whom they serve. Individual employees will be invited to qualify as *Customer Champions* and thereby re-affirm their customer commitments, enhance their credibility as customer care professionals, and receive the formal recognition they deserve.



This is a process of enlightenment, energy building, and determined follow through that will streamline your operations and strengthen your all-around commitment to those who depend on you. In view of current economic circumstances, our proposal will be especially straightforward. The required investment will be feasible and certainly results-driven. The project fee will be a three-part fee where 30% is required to put our resources in motion and to adapt our materials for your use. A second 30% payment will be made at the midpoint of the project as you determine that we are making a difference for your team and bringing tools that represent added value. The remaining 40% will be paid only as you see a return on investment in terms of employee engagement, improved customer satisfaction, and a more sustainable strategy for moving your business forward.

The products/services that support this process are (a) our flagship training program, the *Customer Astonishment*[™] workshop/rally; (b) the best-selling handbook, *Customer Astonishment: 10 Secrets to World-Class Customer Care*; and (c) our well-known *CustomerChampion*[™] professional certification program. I will support the process as your leadership team coach and ally. Please telephone me personally at 866-654-0811. Visit us at www.CustomerChampion.com. Thank you. – *Darby Checketts*

